

Petersen

7/12/95

● Overall rate increase - 9 1/2 %

Sport Truck  
Hot Rod

effective rate 9 1/2 %

Spending 1997 net revenue 1997

1991 6

4

Discount  
22%

1994 6

3,

41% - 56%

1995 6.7

3.1

multi-brand disc

Given without 8 1/2 % increase

CPM 22% Lower vs. 1993

Smokers CPM

C4.D = 20.02

MT = 17.35

R+T = 17.15

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